


Judging Criteria



The Packaging Innovation Awards

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The 2021 Packaging Innovation Awards is the packaging industry's longest running, independently-judged competition. They honor the most innovative designs, materials, technology, processes, and service across the entire packaging value chain. Inaugurated in 1986 by DuPont, and growing to be recognized as the leading packaging awards program in the world, the program's tradition of excellence is now proudly continued by Dow.

In evaluating entries, jurors will consider excellence based on the following criteria:

TECHNOLOGICAL ADVANCEMENT

- New technology integration either in the pack or through the value chain
- Creative configuration and/or assembly
- Increased packaging line / conversion efficiency
- Improve distribution efficiency
- New and/or clever use of materials or components

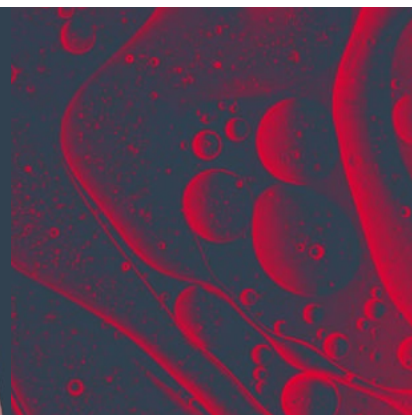
SUSTAINABILITY / RESPONSIBLE PACKAGING

- Benefits the greater good
- Promote the Circular Economy
 - Recyclability
 - Recycled content -
- Reduce CO₂
 - Bio based, compostable
 - Resource/production efficiency*
 - Reduction in product waste

ENHANCED USER** EXPERIENCE

- Provides an enhanced experience
- Aids product merchandising and motivates purchase
- Enables greater product accessibility
- Establishes a preferred price/value equation

*It covers reduction on packaging waste and consideration for energy, water and soil
**User covers both the consumer and the users along the value chain



Submit questions to
fpkawds@dow.com.

For entry form and more information, visit the Award Force [submission platform](#)